



## Terms of References: communication

**Position:** Communication manager

**Duration:** initial contract for 6 months with a possible extension till 31 December 2022

**Starting date:** 11 January 2021

**Employment:** Part-time (24 h/week)

**Contract type:** self-employed

**Remuneration:** 1.300,00 € per month incl. taxes

### Responsibilities:

In the framework of the rurAllure project (see details in the Annex), under the supervision of the EAVF project coordinator, in consultation with the EAVF, rurAllure team and the technical support, the incumbent will follow the activities of the Work Package 8 and 5 and other necessary actions such as:

- **Branding:**
  - design and execute the dissemination and communication strategy of rurALLURE as presented in the project in Section 2.2a, focusing on getting the project and its outcomes known beyond the context of the Consortium and the pilot experiments.
  - conduct actions to maintain and promote the EU-wide recognised brand for the project.
- **Planning and reporting:**
  - Development of detailed dissemination and outreach plans.
  - Assistance in preparation of intermediate and final reports.
- **Web and social media:**
  - launch of the project social media channels.
  - identification of stakeholders to reach through online communication.
  - Identification of key areas for targeted, in-place events and promotional actions.
  - Regularly update project's website and social media according to the KPIs indicated in the work package; publishing outcomes, experiences, and deliverables as they are generated.
  - Dissemination of outcomes, results and regular updates for the Work Package 5 – Road to Rome - Thermal
- **Database:** in collaboration with other stakeholders, conduct work on inventory of European pilgrimage routes not covered in the rurALLURE pilots, assistance to the development and maintenance of the project's database.

- **Visibility materials:** together with technical support develop and publish physical and digital brochures and other visibility materials.
- **Event management:** assist in organisation of relevant events; participation in events in case of necessity.
- **Assistance in mapping exercise** of the Via Francigena heritage.
- **Administration:**
  - Preparation of time sheets, reporting to the European Commission and the project leader.
- **Miscellaneous:**
  - Conduct other activities and actions in line with the EAVF strategies

**Qualifications:**

- Language skills: advanced level of English; good knowledge of French and Italian.
- University degree in communication, tourism, marketing with a focus on communication.
- Relevant previous work experience of a minimum 1 year, experience in the management of European projects is an asset.
- Flexibility.
- Ability to work in the team and independently.
- Availability to travel on missions.
- The position is office-based, however, in case of necessity the work may be conducted from home with a minimum work in the EAVF Fidenza / Piacenza (Emilia-Romagna, Italy) offices for minimum 1 week monthly.

**How to apply:**

Send the CV and motivation letter (1 page) to the email [elena.dubinina@viefrancigene.org](mailto:elena.dubinina@viefrancigene.org) till 20 December 2020.

The interviews will take place on 22 -23 December 2020.

**Annex I**

**Project description**

**EAVF participation in the HORIZON 2020 rurAllure**

Horizon 2020 is the biggest European Union Research and Innovation programme with nearly 80 billion euros of funding available over 7 years (2014 to 2020). It allows breakthroughs, discoveries and world-firsts by developing and testing great ideas.

**Name:** “rurALLURE - Promotion of rural museums and heritage sites in the vicinity of European pilgrimage routes”

**Call Axe:** Transformation 19: Culture beyond borders –Facilitating innovation and research cooperation between European museums and heritage sites

**Project Duration:** 3 years

**Beginning of the project:** 1 January 2021

**Total Budget:** 2 991 732,50 euros

**Lead partner:** University of Vigo, Spain

**Goals:**

- To connect cultural heritage collections and sites and present Europe’s tangible and intangible heritage in their wider historical/geographical contexts, leveraging the role of museums in preserving and managing cultural heritage and promoting cultural tourism.
- Sustained cooperation between museums and heritage sites to increase European public interest, cultural tourism and the innovation potentials of these institutions for heritage sciences and the cultural and creative sectors.
- Identifying gaps and obstacles, as well as best practices and fields where research and innovation can develop new solutions for successful cooperation.

**Main actions:**

- Identification of best practices of the cultural routes in Europe
- Identification of principal and secondary heritage sites and museums along the cultural routes in Europe
- Conduct of 4 pilot projects: literary heritage along the Camino de Santiago; Thermal heritage along the route to Rome; Natural heritage along the route in Hungary; Ethnographic heritage along the route of St Olav.
- Creation of network of the heritage sites and museums
- Creation of the database of heritage sites, museums and best practices.

**EAVF contribution:**

- **Pilot Project ‘Thermal heritage on the road to Rome’:**  
The pilot is managed by the University of Bologna in collaboration with the University of Padova and Universidad Autónoma de Madrid with participation of 3 route: Via Francigena, Via Romea Strata and Via Romea Germanica. The pilot is focused on identification of the thermal and cultural heritage along the routes and in vicinity of the route (0 -50 km distance from the official path); creation of network of the heritage sites and museums along and in vicinity of the routes and promotion of the routes and heritage.

The EAVF contribution: research of heritage and museums along the VF; creation of atlas of heritage and museums; broadening of the Thermal VF project.

**Budget: 600.000 Euros for the pilot**

- **Dissemination and Outreach**

EAVF is the leader of the work package “Dissemination and Outreach” together with technical partners and research centres. The packages foresee communication and promotional activities, development of the website and mobile application; online network of the museum and heritage sites; visibility materials; participation in tourism fairs.

**Budget: 200.000 – 220.000 euros for the package**

**Partners:**

Universidade de Vigo ES; GVAM Guías Interactivas S.L. ES; Universidad Autónoma de Madrid ES; Fundación Uxío Novoneyra ES; Universidade da Coruña ES; Câmara Municipal de Vila do Conde PT; Kormányzati Informatikai Fejlesztési Ügynökség HU; Mária Út Közhasznú Egyesület HU; Slovak University of Technology in Bratislava SK; Comenius University in Bratislava SK; Università degli Studi di Padova IT; Fondazione Homo Viator San Teobaldo IT; Associazione Europea Vie Francigene IT; Università degli Studi di Bologna IT; Norwegian University of Science and Technology NO.

**Associated partners:**

Xunta de Galicia – Culture and Tourism Directorate ES; Xacobeo SA Santiago’s Way Management Agency ES; Asociación Ibérica de Casas Museo y Fundaciones de Escritores ES; Deputación de Ourense ES; Asociația Via Mariae RO; Associazione Europea Romea Strata IT; Stiftelsen Lillehammer Museum NO; Fundación Curros Enríquez ES; Association for the Cultural Route of St. Olav’s Way NO; Mjøsmuseet AS NO; Fundación Eduardo Pondal ES; Municipality of Sabrosa PT; Fundación Rosalía de Castro ES; Casa-Museu de Camilo e Centro de Estudos Camilianos PT.